

Compact, all-in-one platform delivers complete, integrated telephony and data services

Business Communications Manager

features browser-based management for streamlined setup and hassle-free operation

In business, your company's lifeblood is the telephone. Whether your business is looking for branch connectivity or a standalone telephony solution for a small- to medium-sized central site, Nortel Networks Business Communications Manager has the flexibility and broad feature set to meet your specific needs.

Business Communications Manager goes far beyond providing basic connectivity. Supported within this amazing unit are all the capabilities your business needs to maximize its success, including robust telephony features, voice mail, call center, interactive voice response, computer telephony integration, and much more.

By choosing Business Communications Manager for your site, you'll be installing a platform that delivers a powerful, affordable solution that's quick to deploy and easy to manage. And since it's an integrated solution, you won't get lost in a maze of software upgrades and a tangle of cabling—everything you need is right there in one compact chassis that can be managed from a single, intuitive software application.

NORTEL
NETWORKS™



- **Voice Mail** delivers advanced capabilities that enable your callers to stay closely in touch, and helps you work more efficiently. Callers can leave detailed information, mark their messages as urgent or private, or speak to your designated alternate. When new messages arrive, the system can be set to send a notification call or page, or the caller can receive the option to transfer to your cell or home phone. Business Communications Manager Voice Mail includes support for 32 ports and 200 hours of voice messaging storage, and individual voice mailboxes can be enabled via keycode as required.
- **Unified Messaging** increases productivity by consolidating all incoming messages—including e-mail, voice mail, and faxes—into a single window on your desktop or laptop PC. CallPilot* Unified Messaging for Business Communications Manager allows you to listen to voice mail, save or forward voice messages, view faxes on screen and forward them as e-mail, or even use Caller ID to go straight to the message you've been waiting for. This breakthrough technology also gives you complete access to all of your messages, even from remote locations.
- **Centralized Voice Mail** can be configured across the network, simplifying management and restricting control to the central site. A single Meridian 1, Succession 1000, or Business Communications Manager can be configured to extend CallPilot voice mail services to the entire network. Depending on customer preference, voice mail can also be set up at each local system without difficulty.

In the past, extending advanced voice processing services to your users meant installing, maintaining, and managing several standalone devices. Now, with

Business Communications Manager, all of these powerful systems are incorporated into a single, easy-to-manage platform, eliminating the hassle and expense of performing hardware and software upgrades, experiencing software conflicts, and contracting with multiple vendors. CallPilot Voice Mail for Business Communications Manager and CallPilot Unified Messaging are pre-loaded on the system, and are available for activation on a 60-day try-and-buy basis, empowering your company to test the applications thoroughly before buying them.

Call center solutions that deliver the competitive edge

Improving sales and service through customer relationship management

When a customer dials into your call center, your phone system needs to help you deliver the best service possible. Business Communications Manager delivers advanced queuing techniques that quickly put callers in touch with the best agent to serve their needs. As soon as they are connected, the agent benefits from optional computer telephony integration (CTI) that puts a returning customer's sales history on screen, enabling agents to work more efficiently and provide better service.

Two call center versions are pre-loaded on the system—Basic and Professional—and can be activated without the need for software installations. Both versions deliver efficient call handling, the ability to provide a recorded announcement, and call routing.

For smaller environments, Basic Call Center supports up to two skill sets and 10 active agents. And for more demanding environments, Professional Call Center supports up to 50 different skill sets and 80 active agents.

- **Skill-Based Routing** enables agents that have expertise in several areas to belong to separate skill set agent groups. This enables agents to field calls from different types of customers, while simultaneously ensuring they do not receive calls that they are not qualified to answer. A feature that can deliver powerful competitive advantages to your business, skill-based routing helps your staff feel confident and maintain the confidence of the customer.
- **Wallboard Displays** enable agents and supervisors to monitor the number of callers in the queue, and handle call flow accordingly. When people are waiting, agents can either request support from additional personnel, or work more quickly to speed up call processing. Conversely, agents can take extra time with a caller if call volume is low. This information can either be displayed on the wall or on the agent's PC, and can lead directly to superior customer service.
- **Interactive Voice Response (IVR)** is also supported, enabling customers to call in and make real-time interactive queries with an external SQL or mainframe database. By porting over the run-time engine technology of the Nortel Networks Periphonics* IVR, Business Communications Manager supplies a tested and effective IVR solution that can add another competitive edge for your business.
- **Silent Monitoring** offers far more than assisting supervisors in evaluating agent performance. Agents can request help from a supervisor with additional expertise while on a call, and the supervisor can provide agent support. And if the supervisor is not available, agents can leave a message requesting assistance.



Nortel Networks
i2004 Internet
Telephone



- **Expected Wait Time** announcements let your customers know that help is on the way.
- **Music On Hold** ensures that customers know their call is in the queue and will be answered soon. Music can either be played directly from the system's hard drive, or sales messages can be played from a streaming source over IP.
- **Real-time and historical reporting** is included with Professional Call Center, and an optional upgrade can be purchased for adding reporting capabilities to Basic Call Center.
- **TAPI** (Telephone Application Programmer's Interface) support enables the system to interface seamlessly, with a variety of third-party computer telephony applications.

By integrating these powerful capabilities within the system, overall reliability and performance are enhanced. Everything works together seamlessly so that costly downtime does not compromise your call center or overall availability to your customers.

IP-enabled platform supports converged voice networks

IP telephony adds additional flexibility and capabilities to your network

As the network expands and specific challenges arise, IP telephony provides an additional level of flexibility for solving specific business challenges that cannot be met by conventional digital telephony. The ideal solution is to mix-and-match digital and IP telephony to create a solution that precisely mirrors the needs of your business.

For example, an IP phone set can be placed at an employee's home office, and with secure IP connectivity, it will function as part of the enterprise network. Need to place a handset at a guard post

that's over a mile away? No problem. Or one of your roving employees might need to connect to the enterprise voice network from various campuses, or even over a customer's network. Imagine the flexibility of connecting via a wireless IP hotspot at any remote location, even an airport, and receiving your calls as if you were seated at your desk at the central site!

IP telephony consists of two different types of interfaces:

- 1) IP stations, which function as normal phone sets or wireless phones, but are connected directly to an IP interface such as a BayStack 460 10/100 switch.
- 2) IP trunks, which allow the system to connect to other devices, including other Business Communications Manager, IP-enabled Meridian 1 PBX, or Succession 1000 IP-PBX systems. IP trunks can be established using either the H.323 protocol or SIP (BCM to BCM only).

The Nortel Networks IP telephone portfolio currently includes:

- i2002 Internet Telephone, which is a small, economical IP-based phone set
- i2004 Internet Telephone provides a full-featured IP-based phone set with a large LCD display
- i2050 IP softphone client, a software-based PC client that brings full-featured IP telephony to your desktop or laptop PC
- Support for a wide variety of third-party wireless IP-based handsets

By combining wireless IP-based handsets with wireless IP, customers can now take advantage of wireless voice over IP. This lets customers use the same WiFi 802.11 infrastructure that they already have to support voice mobility, opening the door for wireless phones, wireless barcode scanners, and wireless laptop telephony.

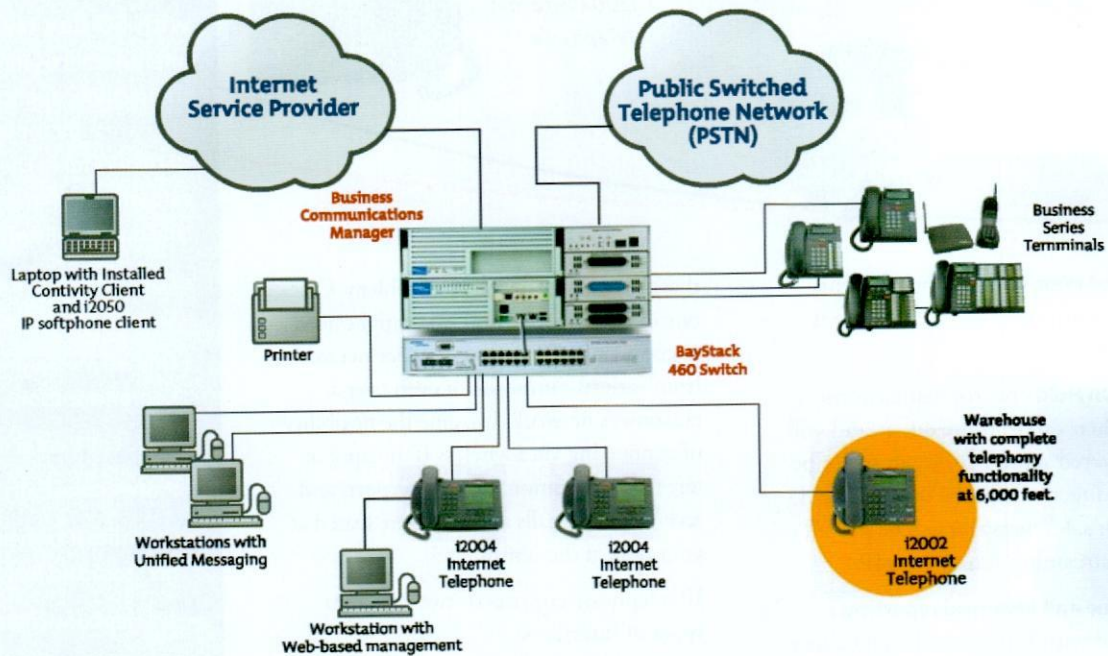
Preview software risk-free with 60-day try-and-buy

Interested in trying out new productivity or connectivity applications, but not sure which ones are right for your business? Nortel Networks takes the risk out of purchasing software by giving you a two-month free trial on the following applications:

- CallPilot Voice Mail for Business Communications Manager
- Unified Messaging for Business Communications Manager
- Basic Call Center
- Professional Call Center
- Fax Suite (fax messaging, fax on demand, fax store and forward)
- IP telephony client
- LAN CTE (Computer Telephony Integration)
- Meridian Customer-Defined Networking for centralized messaging
- Voice Mail Networking (VPIM, AMIS)
- Voice over IP Trunk Gateway
- Network Configuration Manager, a multi-site management system that provides fast deployments, makes network-wide changes globally, and facilitates disaster recovery protection

To simplify calling between conventional telephones and IP-based phones, Nortel Networks provides gatekeeper technology to deliver automatic translation between phone numbers and IP addresses. Just key in the phone number of the person you wish to reach, and the call will ring through—even if the person you are calling is connecting over a wireless IP network at a remote location. Gatekeeper databases can either be established locally within each Business Communications Manager, or the system can work with a centralized gatekeeper database maintained within Nortel Networks Succession devices or other third-party products.

Figure 1: Business Communications Manager single-site solution



Integrated data services designed to meet the needs of your business

Comprehensive data services for small- to medium-sized sites

In addition to its comprehensive telephony solutions, Business Communications Manager can also provide a rich array of data services capable of meeting the requirements of most small- to medium-sized sites. By leveraging tight, system-wide integration of both telephony and data networking features, Business Communications Manager delivers a level of reliability and ease of management that cannot be provided by solutions that rely on multiple components.

The system provides support for the following advanced data networking features:

- **VPNs (Virtual Private Networks)** are secure private networks created over the public Internet. The system's VPN implementation adheres to Microsoft's Point-to-Point Tunneling Protocol (PPTP), and supports IPsec and 128-bit triple DES encryption. By using branch-to-branch tunneling, the system can extend VPNs to all devices on the network, and extend a secured tunnel over the public Internet to another Business Communications Manager, Nortel Networks Contivity* Secure IP

Services Gateway, Nortel Networks Shasta* 5000 Broadband Service Node, or other IPsec-compliant device.

- **IPsec Support** enables the system to provide secure connectivity to mobile workers with an IPsec client installed on their laptops, or to a home office with a small IPsec-compliant branch device such as a Contivity 1000 Series gateway. This approach supports both encrypted data and encrypted voice, and is capable of satisfying stringent governmental security requirements.
- **Firewall with Stateful Packet Filtering** can be quickly configured to allow or deny network access based on time-of-day, application, IP address, port range, or other attributes. Ultra-granular control enables Web or data traffic to be restricted, while still permitting VoIP calls to pass through.
- **Integrated IP Router** built-in to the system can be configured with an optional WAN interface to provide full-service IP routing. Two WAN Media Bay Modules are available: one with two serial interfaces, and one with one serial interface and one T1 interface with integrated CSU.
- **QoS (Quality of Service)** is essential for supporting IP telephony or other latency-sensitive traffic. Even if you are

using an external router, the system can recognize and prioritize voice traffic, and in many instances this approach can help your company avoid the cost of replacing your router. QoS prioritization takes place within the Business Communications Manager, and voice traffic is then sent through the second LAN interface to the legacy router.

- **NAT (Network Address Translation)** allows a single public IP address to be shared by multiple internal users. Up to 250 private IP addresses can be issued by the DHCP server, providing additional security because the user's private IP address is not visible to other sites on the public Internet. NAT can also be used to share static addresses across a group of users who need exclusive, but temporary, use of a static IP address. Since static IP addresses can be costly, this can translate into hard cash savings for your company.
- **DHCP (Dynamic Host Control Protocol)** automatically issues IP addresses on an as-needed basis. Ideal for sharing IP addresses through NAT, DHCP is also useful for supporting mobile workers who want to use their laptop-enabled i2050 Software Phone, but don't want to go through the hassle of obtaining and entering a static IP address. With

DHCP enabled, a user with a wireless IP telephony handset can simply walk into a wireless IP hot spot, and their phone will be ready to make and receive calls.



- **DNS (Domain Name System)** provides name-to-IP address correlation, allowing users to enter the name of frequently-visited sites and have the system call up the appropriate Web page. This eliminates the need for the system to perform lookups over the Internet every time a site is accessed, maximizing performance and preserving available bandwidth.
- **Web Caching Services** also maximizes system performance, and preserves available bandwidth by eliminating the need to pull down frequently-visited Web pages, such as the corporate home page. Cached Web pages are stored locally on the system, and then updated automatically.

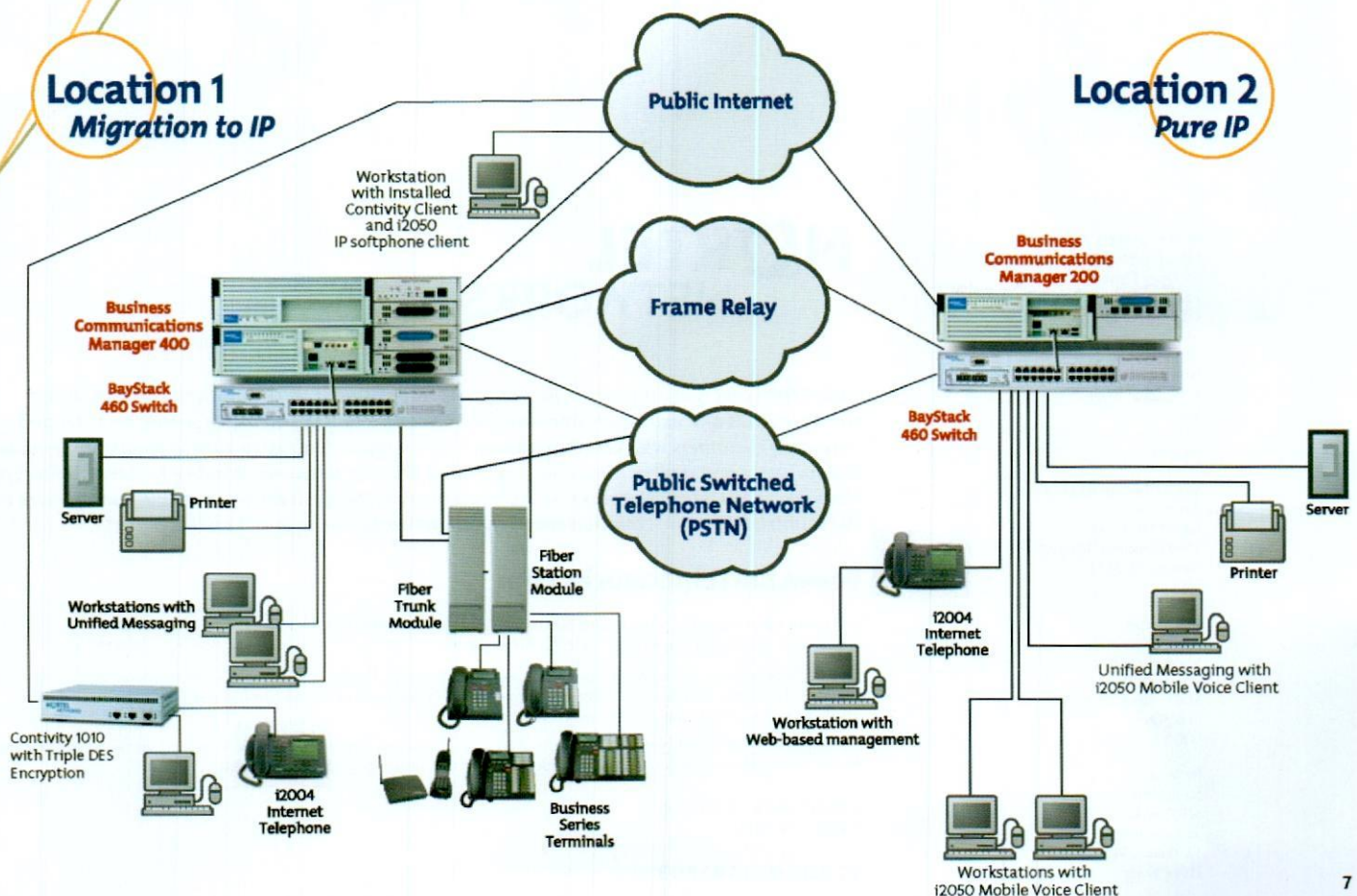
Streamlined management solutions for large networks

As your network expands, the complexities of managing a large network can pose real challenges. Network Configuration Manager is a client/server solution from Nortel Networks designed to maximize the efficiency and profitability of your business. By providing a global management solution capable of managing hundreds, or even thousands, of Business Communications Manager systems from a single location, this powerful application can streamline your business operations and minimize costly downtime.

Network Configuration Manager helps you create and maintain a centralized database of system configurations, which offers several key benefits:

- Enables new systems to be brought online quickly and efficiently by using a template-based approach
- Simplifies the process of system restores by using archived device images
- Automates the backup process, ensuring that up-to-date device images are always available
- Offers a scalable, cost-effective solution for networks of all sizes

Figure 2: Business Communications Manager multi-site solution



**Bringing
integrated telephony and
data services to your business
with a single, cost-effective device**

Business Communications Manager combines the best elements of high-end digital PBX phone systems, cutting-edge IP telephony solutions, and a robust set of data networking features that are capable of meeting the needs of almost any organization. By integrating advanced data networking features and comprehensive telephony solutions within a single platform, Business Communications Manager delivers a level of system integration and flexibility rarely seen in the industry. Combine this with the quick setup and ease of operation provided by the Unified Manager application, and Business Communications Manager is clearly the logical choice for your business.

For further information on how Business Communications Manager can help your company operate more efficiently and increase its profitability, contact your local reseller or visit www.nortelnetworks.com.

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Nortel Networks is an industry leader and innovator focused on transforming how the world communicates and exchanges information. The company is supplying its service provider and enterprise customers with communications technology and infrastructure to enable value-added IP data, voice and multimedia services spanning Wireless Networks, Wireline Networks, Enterprise Networks, and Optical Networks. As a global company, Nortel Networks does business in more than 150 countries. More information about Nortel Networks can be found on the Web at:

www.nortelnetworks.com

For more information, contact your Nortel Networks representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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The background of the advertisement is a black and white photograph of a modern building with a large, curved, glass-and-steel roof structure. The building's interior columns and the city skyline visible through the glass are visible. The text is overlaid on this image.

NORTEL
NETWORKS
BUSINESS WITHOUT BOUNDARIES

work smarter and faster

collaboration

optimize time,
boost productivity

Solution Brief

Nortel Networks Multimedia Communication Server 5100

Discover the possibilities

Nortel Networks can help you stay competitive by providing exciting new ways to communicate with others. Our award-winning Multimedia Communication Server (MCS) 5100 offers powerful real-time collaboration capabilities that can help people work more effectively and expedite decision-making processes. With MCS 5100, you can share information faster and communicate with others in real time, in a variety of different ways—optimizing time and making people more productive.

Remove the barriers

Assembling a distributed or mobile workforce to collaborate, share ideas, and exchange information can be a costly, time-consuming process. However, Nortel Networks can help you remove the barriers that inhibit this type of communication. Our network-based application delivery solution, MCS 5100, seamlessly delivers voice, data, and video services to you—when and where you need them. Whether you need to exchange information within a group or with a single user, Meet Me audio and video conferencing puts you in touch. You can share files, co-browse a Web page, participate in an IM chat, or send an instant message using MCS 5100, which provides the tools you need to collaborate more efficiently and easily than ever before.

Imagine your business without boundaries

- ... exchange a PowerPoint file with a road warrior for a customer presentation
- ... use the whiteboard tool to collaborate with distant colleagues on a new product design
- ... push a Web page with information about a new product to a customer placing an order
- ... co-browse a Web page to review a new design concept with a traveling colleague
- ... use picture caller ID to identify a caller and quickly decide whether to answer the call, forward it to voice mail, or respond with an instant message
- ... check the availability of colleagues using Presence aware "friends" list; place a video call to one and send an instant message to the other for quick approval of a customer proposal
- ... set up a conference call on the spur of the moment, already knowing whether potential participants are available

Tackle collaboration needs...and more

With dynamic "presence", you can easily determine the availability of your colleagues. Now you can visually check and see if the person you wish to speak with is available. This can help reduce telephone tag and calls to unanswered telephones that ring to voice mail or simply go unanswered. User availability is automatically updated by the MCS 5100 so that you know immediately who is online, offline, or on the phone. Users can even customize their presence information to inform colleagues of specific details such as "be right back", "out to lunch", "on vacation", or "away from the office"—the options are endless!

Personalization features let you tailor communications with capabilities such as advanced screening, call logging, and picture caller ID. And you can manage calls by routing them based on caller name, number, address, time of day, day of week/month, or priority. You can determine whether you want MCS 5100 to ring multiple devices—simultaneously or one at a time in a given order. For increased flexibility, you can even respond to incoming calls with instant messages such as "locating Bob, please hold" or push a Web page—sending the caller to a Web site that provides details on a product, or for a Help Desk, it could be an on-line problem reporting tool. You can also respond to calls with e-mail messages. MCS 5100 gives you flexibility and control.

MCS 5100 enables enhanced productivity by empowering you to personalize your communications. And that translates into helping you work smarter and faster by minimizing time spent on repetitive tasks.

Team with the leader

Nortel Networks has the breadth, flexibility, and completeness to provide complete end-to-end IP solutions and multimedia communications. MCS 5100 offers a full suite of collaborative communications tools that not only enable reduced costs, but also enable increased productivity.

Take the next step

Discover how MCS 5100 makes it easier and more cost-effective to deliver multimedia collaboration services to your enterprise. For more information about the MCS 5100, please visit our Web site at www.nortelnetworks.com/mcs5100 or call 1-800-4NORTEL.

Nortel Networks is an industry leader and innovator focused on transforming how the world communicates and exchanges information. The company is supplying its service provider and enterprise customers with communications technology and infrastructure to enable value-added IP data, voice and multimedia services spanning Wireless Networks, Wireline Networks, Enterprise Networks, and Optical Networks. As a global company, Nortel Networks does business in more than 150 countries. More information about Nortel Networks can be found on the web at:

www.nortelnetworks.com

For more information, contact your Nortel Networks representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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NETWORKS
BUSINESS WITHOUT BOUNDARIES

MCS 5100 delivers:

- *Collaboration tools*—whiteboard, clip board share, file exchange, Web push, co-browsing, instant messaging
- *Personalization features*—call management and tracking, picture caller ID, personal and global directories
- *Multimedia applications*—video calling, ad hoc video conferencing, Meet Me audio and video conferencing
- *Mobility services*—network-based applications, advanced screening and routing, click-to-call, user portability
- *Presence capability*—automatic and manual presence, scheduled "quiet time"

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>THIS IS THE WAY

TO MAKE CONVERGENCE AFFORDABLE AND
AVAILABLE TO THE SMALLEST BUSINESS SITES

>THIS IS NORTEL™

Product Brief

Nortel Business Communications Manager 50

Now small business sites can enjoy affordable, converged voice and data communications that were previously only available to larger organizations.

Telephony and converged voice and data services — traditional telephony, IP telephony or a mix of both — all in one package

If your organization has one or more small sites, franchises or branch offices — with perhaps a few users or a few dozen — no doubt you've been seeking the most cost-effective, productive and reliable way to connect people and locations.

And no matter what business you're in, you'll want to project the best possible image and customer service, so you can distinguish yourself from the competition. You'll want your employees to be able to exploit resources on the Internet and company LAN, but without letting Internet viruses and hackers exploit them. And you need high-end performance and capabilities, but at a low cost of ownership.

The answer is a Business Communications Manager system from Nortel — an all-in-one platform for the converged voice and data needs of small to mid-sized business sites. Business Communications Manager is distinctive in providing a choice of IP-enabled or pure IP strategies, with simultaneous support for IP and traditional business sets — and smooth migration from one to the other.

Three models offer choices for every application — from small businesses or branch offices with only a handful of extensions, to a multi-location business with hundreds of voice and data ports — at a price point to suit any site.

The Business Communications Manager 50 platform is ideal for businesses that need up to 20 stations with room to grow to 40+ stations with advanced capabilities, such as robust telephony features, voice



messaging and unified messaging, IP networking, Internet/ intranet access, contact centers with skills-based routing, IP telephony to users' desktops, and an integrated router option for Ethernet or ADSL broadband access.

Since the Business Communications Manager 50 is an integrated solution, you know these applications will work together. You won't get lost in a maze of stand-alone devices, software upgrades or a tangle of cabling — everything you need is right there in one compact unit that can be managed from a single, intuitive software application.

Transform communications from basic utility into competitive advantage

The Business Communications Manager 50 platform delivers clear benefits for your business today, and really proves its value over the long term, especially as your business grows and evolves.

Improve customer and client satisfaction with prompt and efficient call handling that enables callers to reach you anytime, anywhere. For example, with automated attendant and voice messaging functions, customers can make inquiries, place orders or schedule service any time of the day or night.

Enhance employee productivity with the richest portfolio of convenience and control features, secure Internet access, and provide the means for users to stay in touch when away from their desks.

For example, call forward and redirect features enable you to customize internal call routing as staff members visit other offices, move or change responsibilities.

Increase revenues with optional call center and self-service applications that make it easier for customers to do business with you. For example, skills-based routing sends callers promptly to the agent most qualified to help them.

Reduce costs by streamlining administration, centralizing messaging and management applications for many sites, using your existing LAN and the Internet to securely transmit voice and fax calls, and capitalizing on new IP services.

Optimize the network with the ability to use your existing LAN to carry voice/fax calls, and interworking with third-party network elements and applications. You can order your Business Communications Manager 50 base unit with integrated Ethernet or ADSL router — that's one less element to think about.

Match the pace of business success. Software and system expansion modules enable you to grow naturally as your business needs change, both in capacity and features.

Migrate to convergence in phases from today's hybrid environment to pure IP. Whether you're ready for convergence today, or a year from now, your options will be open and your investment secure.

Project a corporate-caliber image at a small-business price

The affordable Business Communications Manager 50 unit, scaled for small sites, comes pre-loaded with hundreds of features and a full suite of integrated applications. As your business grows and its needs evolve, you can activate more capabilities just by entering a key code. Consider the possibilities:

- **One of the industry's largest portfolio of telephony features** — more than 400 in all — lets you process calls with exceptional reliability, efficiency and flexibility. You can be sure that all callers receive prompt, professional treatment. Employees enjoy convenience, productivity and control features that reduce phone tag and frustration. For example, the system can put a call on hold to page a person, who can then pick up the call from any extension.
- **Voice messaging** enables callers to leave important information on a mailbox for a selected user, department or groups of users. The system adds call information, such as calling line ID, time and date of the call and priority level. Employees can record their own personalized greetings and enjoy password-protected access to their messages from anywhere. Mailboxes are virtually unlimited, as the Business Communications Manager 50 provides 100 hours of message storage.

The power of Nortel Business Communications Manager — perfect for organizations with 3 to 20 users, yet scalable to serve 40+ users if needed.

› **Automated attendant** answers calls 24 hours a day with your personalized greetings and routes calls to the right people, departments or voice mailboxes — according to time of day, day of week, holiday schedule and calling line ID. The routing logic can include multiple levels, so callers can self-direct to exactly the right destination.

› **Unified messaging** converges voice, fax and email messages onto users' PCs or laptops, to be managed by one standard application, such as Microsoft Outlook or Exchange. This convenience can be a real time-saver, especially for users with heavy call volume.

› **Convergence** of services over IP supports powerful new e-business applications that improve operations and customer service, cost-effectively extend network services to remote workers, increase portability, simplify moves and changes, and eliminate toll charges for site-to-site calls.

› **Universal Internet Access** gives authorized users access to the company intranet or the Internet. Optional security features — such as authentication, encryption, firewall and virtual private networks (VPNs) — provide safe connectivity among business sites and for mobile or home-based employees.

› **Call Center** distributes incoming calls among up to 10 active agents or designated employees, to create an order desk, reservations department, customer service group or technical support center. Calls can flow into two queues aligned with agent skills, so callers have an express lane to the right destination, and agents can give the best possible service.

› **Computer Telephony Integration** (CTI) enables you to use third-party, PC-based applications to control telephone services, such as a click-to-call company directory or automatic screen "pops" of a customer's account status alongside a customer's call.

It's simple to activate, set up and manage these applications from any workstation that has LAN or Web access, using a standard management application called Element Manager and "Start up Profile".

Put the power of Business Communications Manager in users' hands

To end users, the telephones that sit on their desks are the system. It's the critical interface that determines how easy it is for them to use the phone system, and in turn, how productive, effective and satisfied they will be. That's why Nortel offers a wide range of user-friendly telephone sets to fit any niche in the business, from the front desk to the conference room, from supervisors who spend their days on the phone to mobile workers who are never at their desks.

For traditional digital telephony...

There's an entry-level, single-line telephone ideal for public areas such as cafeterias and lobbies... a choice of multi-line, display telephones and consoles for moderate to high-volume users... cordless phones, plus an audio-conferencing unit.

Finally, the advantages of convergence, made affordable and practical for the smallest business locations.

Deliver premium levels of professionalism and service quality, and customers will want to keep doing business with you.

Business Communications Manager platforms simultaneously support a choice of digital and IP telephone sets, so you can retain existing sets as you upgrade the core of your communications system, and you can converge services over IP in phases to fit your needs.



When you want to take advantage of IP on the network side...

Your employees can use any combination of IP and non-IP telephones, extending your investment in digital business sets while migrating to convergence in stages.

When you're ready to extend convergence over IP to users' desktops...

There's a choice of industry-standard, multi-line IP telephones with integrated LCD display screens, and an IP "soft-phone" that transforms an existing laptop or desktop PC into a converged voice/data communications platform.

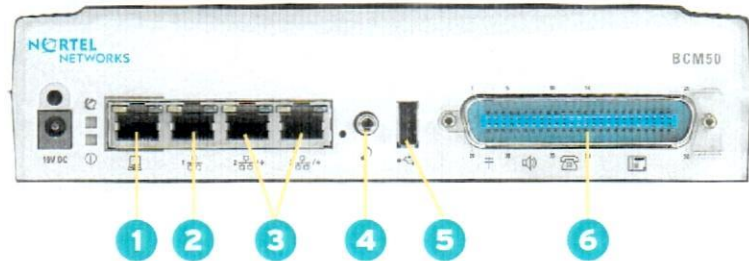
Since a single Business Communications Manager 50 unit can support any combination of these phone sets, you can mix and match for the best economy and utility. And as you upgrade from one Nortel communications system to another — such as from Norstar* to Business Communications Manager, or from a Business Communications Manager 50 to a Business Communications Manager 200 or 400 model — you can choose to keep the same telephones on users' desks.

Buy only what you need today. Expand as needed.

Add capacity. The Business Communications Manager 50 base unit was designed to meet the interface requirements of many small businesses and to be affordable for sites with as few as 3 to 20 stations. However, this scalable platform grows to support more than 40 digital set users and 32 IP set users. Buy only the ports you need today, and activate additional ports later as you need them.

When you need to grow beyond the base unit, just add media bay modules in building-block fashion to add ports

With an easy-to-use and highly flexible architecture, the Business Communications Manager 50 enables small sites to benefit from convergence capabilities that were previously only available to much larger organizations.



1. One 10/100 Ethernet port supports system programming and management.
2. One 10/100 Ethernet port supports converged LAN communications.
3. Two 10/100 Ethernet ports support LAN connectivity or connect to optional expansion units that support additional lines or stations.
4. An input jack provides a second option for music on hold.
5. The USB port supports enhanced capabilities for system management.
6. An RJ-21 connector on the front panel supports up to 4 analog trunks, 4 analog stations, 12 digital stations, music on hold, outbound paging and auxiliary relay output.

in various combinations of lines, trunks and extensions. You can activate those ports at any time by downloading a simple keycode. Unlike other systems on the market, you don't have to replace the core hardware.

Add capabilities. Since all features and applications are pre-loaded onto your Business Communications Manager system, these too can be easily activated through the use of a simple keycode. If you're not sure which applications are right for your business, Nortel makes it easy to decide by offering a 60-day free trial for most applications — from voice messaging to the latest CTI applications.

Upgrade without an overhaul. Through open standards and an "evergreen" development strategy, Business Communications Manager 50 platforms fit well in hybrid environments that contain a mix of analog, digital, IP and wireless services. And since it interworks with other Nortel key/PBX systems, larger Business Communications Manager systems, and with our portfolio of convergence call servers, you have a smooth migration path — wherever your business success leads you.

Easy to install.
Easy to manage.

For administrators and users alike, the phone system should be almost invisible — a no-worry, no-hassle conduit for all the critical information flow of business. True to that proposition, Business Communications Manager 50 systems are straightforward, reliable, cost-effective, easy to install and easy to use.

The Business Communications Manager 50 comes in a rugged, plastic enclosure about the size of a package of printer paper. This compact, all-in-one unit can stand alone on a desktop, be mounted in an optional 19" equipment rack, or wallmounted with an optional mounting bracket.

Simplify administration with integrated management tools. Installation and configuration are a snap, because the Business Communications Manager 50 comes with its own intuitive management application. In fact, you can monitor and program the entire system, with its many capabilities, from just a few windows of the software. You don't even have to have a PC or IP connection to manage the unit, because most functions can be programmed through any connected telephone set.

Easily manage large, distributed networks. If your enterprise network includes hundreds or even thousands of Business Communications Manager systems — even a mix of models, you can manage all those systems efficiently from a central location. The Nortel Network Configuration Manager helps you create and maintain a centralized database of system configurations, so it's fast and easy to bring new systems online, back up system information, and restore system information from archived data.

Take advantage of centralized applications. You can further streamline network administration by centralizing applications for messaging and management, and distributing those capabilities over your IP network. In addition to saving money, your organization benefits from standard greetings, global administration, and a consistent interface and experience across the entire network.

Integrate telephony and data with one cost-effective device.

The Nortel Business Communications Manager 50 system combines the best elements of high-end digital PBX phone systems, cutting-edge convergence solutions and robust data networking in one

affordable package. By integrating advanced data networking and comprehensive telephony features in a single device, Business Communications Manager 50 delivers a level of system integration and flexibility rarely seen in the industry — and certainly uncommon for small business locations. Combine this with quick setup and ease of operation, and Business Communications Manager 50 is clearly the logical choice for your business.

From Nortel. This is the way business gets done.

Don't take chances with your business communications. Count on the company that has been delivering telephony and data systems to the world's largest service providers and enterprises for decades — the company that pioneered the digital revolution, reinvented business networking in the Internet Age, and leads the market in small/medium business telephony today.

To find out more about how Nortel Business Communications Manager systems can help you boost employee productivity and satisfaction, streamline business operations and costs, and deliver superior customer service, contact your local reseller or visit us on the Web at: www.nortel.com/bcm

Easy installation and set-up for worry-free telecommunications



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Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Serving both service provider and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, Voice over IP, multimedia services and applications, and wireless broadband designed to help people solve the world's greatest challenges. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at www.nortel.com.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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